

Agenda
Siouxland Libraries Board of Trustees
Downtown Library – 200 N Dakota Ave, Sioux Falls
(Program Room – Children’s Area)
Wednesday, January 8, 2020 – 4:30 p.m.

1. Roll call and declaration of quorum
(Members Present, Members Absent, Guests Present)
2. Adoption/amendment of agenda
3. Approval of minutes of November 11, 2019 regular meeting
4. Review of financial and statistical reports
5. Library Director and Staff reports
 - a) RBdigital Unlimited report – Beth Berg
6. Public Input
7. Unfinished business
8. New business
 - a) Approve Library Program Policy
9. Other
10. Next meeting: March 11, 2020 at 4:30 p.m. at the Oak View Branch Library, 3700 E
3rd St, Sioux Falls, SD.
11. Adjournment

MINUTES OF BOARD OF TRUSTEES MEETING

Siouxland Libraries

Prairie West Branch

Wednesday, November 13, 2019 – 4:30 p.m.

1. Roll Call and declaration of quorum. The meeting was called to order at 4:33 PM by Jean Beddow. Members present: Jean Beddow, Alexandra Hartzler, Lorie Hogstad, Anne Land, Joel Rosenthal, and Library Director Jodi Fick.
Members absent: County Commissioner Cindy Heiberger
Staff present: Monique Christensen, Dan Neeves, Kim Koblack, and Lucy Wang
2. Adoption of the agenda. Motion by Hartzler and second by Hogstad to adopt the agenda. Motion carried.
3. Motion by Hogstad and second by Hartzler to approve the minutes of the September 11, 2019 meeting. Motion carried.
4. Review of financial statistical reports. 89% of the year is completed with 78.3% expended. This is right in line with previous years. In operating we will be spending more as part of the Early Literacy BHAG and in capital the Oak View Fiber project is delayed due to missing conduit. In statistics Interlibrary Loan activity is leveling off. This is an expensive service so no growth is good. There is a new line in the Outreach area – we are now tracking how many people we connect with at outreach events along with the number of events. That will help us make informed decisions on what events to repeat.
5. Library Director and staff reports.
Staff update – We converted a Library Associate into a Librarian position who will focus on teen services. Lucy Wang was promoted to the position. With a retirement at Caille, we had a Library Associate opening that will be filled by Amy Larsen, current part-time staff at Prairie West. We have one more vacant Library Associate Downtown that will be filled soon. We are also hiring 7 part-time staff members at various locations. Turnover in part-time may be due to wage, hours offered, other factors, or promotion to full-time.
Read for the Record – thanks for all who read to the 6,195 kids in 234 classrooms and daycares. Readers included many prominent citizens as well as 2/3 of the city directors including the mayor. Peakon – this is a tool that measures employee engagement. We receive feedback on how employees are feeling. It looks at various drivers such as reward, environment, flexibility, growth and many others. The library is doing fairly well in our overall score, but we have some areas to improve.
Underserved populations – We have an underserved committee that is looking for ways to better serve those who experience homelessness or are at a higher level of poverty. We're emphasizing better hospitality in our service. Staff took a three-hour training: Librarians guide to Homelessness from Ryan Dowd the executive director of a large shelter in the Chicago area. One of the initiatives is our monthly Coffee and Conversation the first Monday of the month. Anyone can come say Hi, get coffee and cookies and connect to staff. Other service agencies occasionally attend. Lutheran Social Services talked about how get a driver's license without a social security card. Right now the

Downtown Library has a display for Hunger and Homelessness week which includes artwork from residents at the St Francis house.

Grow with Google – This was a tremendous opportunity and changed the face of Downtown. It drew business people, entrepreneurs, and nonprofits. There was a different level of busy and a real buzz going on. Initial contact from Google started 6 weeks before the program. They brought over 30 people, professional trainers, and their own computers, tables, media, signage. There were 4 workshops and 1 to 1 coaching sessions. All at no cost to us. Google is now a partner and we can receive some additional materials. If we have a high attendance at a class they will send an instructor. We are working on a grant application for \$1000.00 towards additional Google classes. Library Program policy presentation by Lucy Wang and Monique Christensen – The program policy tells the public and staff why we do programming. It gives us a format for helping people understand why we chose the programs we do and provides a way for people to share concerns. The areas include our Mission, who's responsible for programs, what criteria we use, how we work with community partners or co-sponsors. It also includes general guidelines and information on reconsideration through the statement of concern form. Hartzler suggested one change to the criteria adding goals to the line about the library mission. Any other changes should be sent to the library prior to Christmas. A final version of the Library Program Policy will be presented at the January board meeting for approval.

6. Board Reports. (There were no board reports.)
7. Public Input. There was a guest but no public input.
8. Unfinished Business. (There was no unfinished business.)
9. New Business.

Proposed Library Board meeting schedule for 2020. Land asked that the November 11 date be changed to November 18 to avoid the holiday. Motion by Hogstad and second by Hartzler to adopt the amended Board of Trustees 2020 schedule.

10. Other.
11. The next regular meeting will be on Wednesday, January 8, 2020 at 4:30 PM at the Downtown Library.
12. Adjournment. The meeting was adjourned at 5:26 PM.

Monique Christensen
Library Staff

Date Approved

Jodi Fick
Board Secretary

Siouxland Libraries Budget Report

January 1, 2019 - December 31, 2019: 99% of year completed - PRELIMINARY

OPERATING BUDGET

Category	2019 Budget	Spent & Encumbered	% Used
Operating Expenses			
Collections	180,550	203,612	112.8%
Facilities	949,511	922,952	97.2%
Operations & Personnel	5,960,976	5,635,340	94.5%
Program Support	73,770	72,332	98.1%
Technology	505,247	490,441	97.1%
TOTAL OPERATING	7,670,054	7,324,677	95.5%

Gifts and Memorials	5,000	0	0.0%
---------------------	-------	---	------

CAPITAL BUDGET

Category	2019 Budget	Spent & Encumbered	% Used
Collections	755,000	715,044	94.7%
Equipment - Downtown Meeting Rooms	89,500	56,300	62.9%
Bookmobile	185,000	252,567	136.5%
Facilities - Prairie West Fiber	69,218	51,145	73.9%
Facilities - Oak View Fiber	100,000	63,950	64.0%
TOTAL CAPITAL	1,198,718	1,139,007	95.0%
TOTAL EXPENSES	8,873,772	8,463,683	95.4%

Siouxland Libraries Summary Report - December 2019

	This Month	This Month Last Year	This YTD	Last YTD	% Change YTD
People Served / Visitors					
New Cardholders	440	426	7,959	8,297	-4.1%
Total Cardholders			97,122	93,356	4.0%
Total Walk-in Visitors	76,090	72,870	965,247	987,246	-2.2%
Website Visitors	20,820	21,650	273,036	300,533	-9.1%
Mobile App Users		1,258	16,677	15,846	5.2%
Resources Used					
Circulation					
Baltic	1,251	1,075	12,034	14,095	-14.6%
Bookmobile	7,866	7,507	90,201	98,464	-8.4%
Brandon	7,557	7,685	106,694	112,293	-5.0%
Caille	26,515	27,457	371,119	384,311	-3.4%
Colton	684	676	9,117	7,602	19.9%
Crooks	1,781	1,743	23,751	24,653	-3.7%
Downtown	28,199	32,462	376,504	426,456	-11.7%
Garretson	628	655	7,586	9,614	-21.1%
Hartford	1,152	1,074	14,575	28,610	-49.1%
Humboldt	437	450	6,317	6,886	-8.3%
Oak View	6,578	12,050	139,615	166,412	-16.1%
Prairie West	20,404	20,726	275,800	289,990	-4.9%
Ronning	30,755	30,354	414,086	411,441	0.6%
Valley Springs	375	402	5,969	6,023	-0.9%
Total Circulation	134,182	144,316	1,853,368	1,986,850	-6.7%
Digital Resource Use					
cloudLibrary eAudio	4,117	3,995	52,082	46,514	12.0%
Hoopla	3,359	3,178	40,072	34,470	16.3%
RB Digital eAudio	3,354	1,897	25,459	20,291	25.5%
RB Digital Magazines	1,392	1,439	17,912	11,860	51.0%
Interlibrary Loans					
Materials loaned	42	99	1,349	1,570	-14.1%
Materials borrowed	582	650	8,986	9,065	-0.9%
Total Circulation All Materials	156,425	165,223	2,114,480	2,224,221	-4.9%
Meeting & Study Room Use					
Brandon	12	7	179	165	8.5%
Caille	209	179	2,957	2,777	6.5%
Colton	15	8	120	137	-12.4%
Downtown	455	543	5,347	4,932	8.4%
Oak View	80	101	1,613	1,642	-1.8%
Prairie West	198	154	2,275	2,261	0.6%
Ronning	25	15	315	339	-7.1%
Total Meeting & Study Room Use	994	1,007	12,807	12,750	0.4%

Siouxland Libraries Summary Report - December 2019

	This Month		This Month Last Year		This YTD		Last YTD		% Change YTD	
Computer Sign-ups										
Baltic	16		15		190		210		-9.5%	
Brandon	187		261		3,466		4,354		-20.4%	
Caille	1,255		1,353		18,125		19,274		-6.0%	
Colton	20		13		294		192		53.1%	
Crooks	7		11		166		188		-11.7%	
Downtown	5,232		4,861		62,966		62,036		1.5%	
Garretson	7		3		76		87		-12.6%	
Hartford	8		6		337		356		-5.3%	
Humboldt	10		16		201		189		6.3%	
Oak View	673		1,460		18,213		22,307		-18.4%	
Prairie West	808		948		11,752		12,666		-7.2%	
Ronning	831		975		11,151		12,097		-7.8%	
Valley Springs	4		1		34		94		-63.8%	
AWE Computers	2,042		2,079		32,382		28,370		14.1%	
Total Computer Sign-ups	11,100		12,002		159,353		162,420		-1.9%	
	Programs	Attended	Programs	Attended	Programs	Attended	Programs	Attended	Programs	Attended
Total Adult programs	26	245	25	242	500	6,997	396	5,513	26.3%	26.9%
Total Teen programs	11	64	8	48	169	1,550	219	3,404	-22.8%	-54.5%
Total Children's programs	34	803	42	712	497	10,937	712	14,890	-30.2%	-26.5%
Total Early Learning programs	105	2,372	126	2,958	1,587	32,749	1,584	33,205	0.2%	-1.4%
Total programs	176	3,484	201	3,960	2,753	52,233	2,911	57,012	-5.4%	-8.4%
Total One-to-One Programs		57		68		4,195		4,510		-7%
Outreach										
Marketing events (booths, etc.)	1		-		14		11		27.3%	
# of contacts at Marketing events	81				1,836		-			
Collection Statistics										
Items added	1,866		2,288		24,053		27,835		-13.6%	
Items discarded	2,640		3,163		30,812		25,407		21.3%	
Total physical items in collection					275,945		283,078		-2.5%	
Digital eBooks & eAudio added	235		329		4,086		6,103		-33.0%	
Digital eBooks & eAudio discarded	35		74		811		1,154		-29.7%	
Total Digital eBooks & eAudio					32,509		28,915		12.4%	
Total collection size					308,454		311,993		-1.1%	

RBdigital Unlimited

Project Description: Promote RBdigital Unlimited to target audience and strategic partners in order to establish the library as a leader in the community for providing access to eAudiobooks.

Measurables:

- Average 2,250 checkouts/month to achieve cost of \$1.50/circ
- Identify 5 new strategic partners for digital services.

Goals:

- Execute 5 targeted sign up events by Q2 2020.
- Reach out to 15 partners for marketing.

Marketing Activities:

- City-wide communication through www.siouxfalls.org and various local news stations
- Internal communication to City of Sioux Falls Employees
- External Communication on Siouxland Libraries digital channels including social media and the library's webpage.
- Card Sign up events targeted at strategic partners and target audience.

Year Long Circulation Goals by Quarter				
	Weekly goal	Qtr goal	Dates	
Q1	400	5,200	Dec. 1 - Feb 29	
Q2	475	6,175	Mar 1 - May 31	
Q3	550	7,150	June 1 - Aug 31	
Q4	650	8,450	Sep 1 - Nov 30	
		26,975	Total	

Tracking: Weekly Circulation and New Users				
Week Of	RBdigital Unlimited	RBdigital Total	Goal - RBDU	New Users
10/14/19	0	468		26
10/21/19	0	592		24
11/4/19	0	501		18
11/11/19	342	758	-58	28
11/18/19	263	500	-137	21
11/25/19	286	474	-114	9
12/2/19	317	528	-83	46
12/9/19	476	747	76	178
12/16/19	501	770	101	76
12/23/19	450	680	50	63
12/30/19	482	759	82	44

Siouxland Libraries Program Policy

Siouxland Libraries supports its mission of connecting people to a world of information and ideas to enrich their lives by developing and presenting programs that provide additional opportunities for information, learning and entertainment. Programming is an integral component of library service that:

- Expands the library's role as a community resource
- Introduces customers and non-users to library resources
- Provides opportunities for lifelong learning
- Provides entertainment
- Expands the visibility of the library

Responsibility

Ultimate responsibility for programming at the Library rests with the Director of Siouxland Libraries, who administers under the authority of the Library Board of Trustees. The Director, in turn, delegates the authority for program management to the Assistant Director, who oversees this responsibility through the Program Librarians and designated staff.

The Program Librarians utilize library staff expertise, collections, services and facilities in developing and delivering programming. The Library's staff use the following criteria in making decisions about program topics, speakers and accompanying resources:

- Alignment with the Library's mission and goals
- Relevance to community needs, interests, and issues
- Budget, staffing, and program space availability
- Presentation quality
- Presenter background/qualifications in content area
- Treatment of content for intended audience
- Historical or educational significance
- Connection to other community programs, exhibitions or events
- Relation to library collection, resources, exhibits and programs

In addition, the Library draws upon other community resources in developing programs and actively partners with other community agencies, organizations, educational and cultural institutions, or individuals to develop and present co-sponsored public programs. Professional performers and presenters that reflect specialized or unique expertise may be hired for programs; performers and presenters will not be excluded from consideration because of their origin, background, or views, or because of possible controversy. Library staff who present the programs do so as part of their regular job and are not hired as outside contractors for programming. Anyone interested in presenting a library program may submit a **Program Proposal Form** that will be reviewed according to the above criteria.

General Guidelines

All library programs are open to the public. The Library's philosophy of open access to information and ideas for everyone extends to library programming. Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by participants, and

program topics, speakers and resources are not excluded from programs because of possible controversy.

Registration may be required for planning purposes or when space and resources are limited. Age requirements for attendance at programs targeted to specific age groups may be imposed. Programs may be held at any Library location or off site. Any sales of products at programs must be approved by the Library Director. Programs are not used for commercial, religious, or partisan purposes or the solicitation of business.

The Library may publicize programs under its sponsorship. In the case of cooperative publicity for co-sponsored programs, final copy must be approved before the inclusion of the library's name or logo. The Library reserves the right to use video or photographs taken of program participants for internal use, publication, and use in library promotional outlets, and for evaluation purposes.

Reconsideration of Programs

The Library welcomes expressions of opinion from customers concerning programming. If customers question a library program, they should first address the concern with a Library manager. Customers who wish to continue their request for review of Library programs may submit a **Statement of Concern form**. Requests for review of programs will be considered in the same manner as requests for review of library materials as outlined in the Library's Collection Development Policy.

Effective: MM/DD/YEAR.

Approved by the Library Board of Trustees on Date XX, 2020.

2020 MEETING SCHEDULE
Siouxland Libraries Board of Trustees

January 8	Regular Meeting – Downtown Library – 4:30 p.m.
March 11	Regular Meeting – Oak View Branch – 4:30 p.m.
May 13	Regular Meeting – Garretson Branch – 4:30 p.m.
July 8	Regular Meeting – Valley Springs Branch – 4:30 p.m.
September 9	Regular Meeting – Downtown Library – 4:30 p.m.
November 18	Regular Meeting – Caille Branch – 4:30 p.m.